# INFORMATION LETTER

Not for Publication — NATIONAL CANNERS ASSOCIATION — For Members Only

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## N.C.A. Labs Initiate Research Bulletin

The N.C.A. Research Laboratories will initiate in January a new research bulletin designed to help plant management, technical and production personnel be better informed of developments at the Laboratories.

Entitled *Research Information*, the bulletin will report on laboratory findings in both N.C.A. Laboratories and on developments in other laboratories of interest to the canning industry.

Publication of such a bulletin was urged by the Scientific Research Committee at its November meeting.

Separate editions of *The Conveyor*, entitled *Western Laboratory Newsletter* and *Sanitation News Letter*, have been issued to members in the West for some time, and the Washington Laboratory has received a number of requests to issue a monthly bulletin of a similar nature. In order to avoid the duplication in time and effort involved in the publication of two such bulletins, the Research Committee suggested that a single publication should be initiated and that this should be issued alternately from the two Laboratories.

The first issue of the bulletin *Research Information* will originate from the Western Research Laboratory in Berkeley, Calif., in January. The February issue will originate from Washington. Subsequent issues will

(Please turn to page 392)

## 1957 Convention Program

The 50th Convention of the N.C.A., in Chicago, February 16-19, has been so arranged as to provide for commemoration of the Golden Anniversary, fulfillment of the theme "Look to the Future," and a schedule that permits additional time for canners to make their traditional broker-buyer-supplier contacts.

Details of the official N.C.A. program are presented on pages 386 and 387, and the time schedule of over-all Convention events, as announced to date, on page 385. It should be kept in mind that program details and schedules, drafted this many weeks before the Convention opens, are not quite complete and are subject to possible later revisions. Members should watch weekly issues of the INFORMATION LETTER to keep abreast of the Convention program as it develops, including N.C.A. Committee meetings.

Programwise, the Convention this year consists of four main general sessions 10 a.m. to 12 daily *(Please turn to page 384)*

## 1956 Crop Production, Characterized by Above-Average Yields on Smaller Harvested Acreages, Equals 1948 Record High

Total crop production equalling the previous record was achieved in 1956 from the smallest total harvested acreage in 20 years, according to year-end reports issued December 17 by the Crop Reporting Board of USDA.

Average yields per harvested acre set new over-all record levels, with few crops falling below average. The large total output was attained in a growing season with late cold spring weather and drought threats or damage to crops over large areas, but with fewer excesses of freeze, flood and storm damage than last year.

The year 1956 marked a continuation of an increasing level of farm output despite acreage decreases. *(Please turn to page 389)*


*Best wishes for a*

HAPPY HOLIDAY SEASON

## Canned Foods Praised in Big-Circulation Syndicate

Canned foods received an impressive boost in the form of a "reader's letter" to one of the well-known newspaper syndicated colums. In the feature "Stop Killing Yourself" which deals with health and nutrition problems, and is written for the Bell Syndicate, Inc. by Dr. Peter J. Steincrohn, the following letter has been published:

"One sentence in another recent column of yours on vitamins hit me. You said: '—they often take the easy way out and exist on canned food alone.' I wish you could see my two sons—one a college junior—6-foot-4—200 pounds—the other a college freshman this fall—6-foot-2—180 pounds.

"When they were babies a friend of mine went through the rat race of straining fresh vegetables, etc. An uncle of mine—superintendent of a canning factory at that time—said 'fresh vegetable, bosh, they aren't fresh by the time the consumer gets them.'

"He added that he looks at a field of corn or peas—tells the man in charge to pick them and in a half hour they are picked, washed, canned —with all the vitamins in. Many times those words come back to me as I see the strong bodies my two boys have. I grant you I gave them other things—did not feed them 'canned foods alone.'

"Now, years later, as secretary to the president of a large can factory, I realize how many more vitamins are in cans than much of the fresh (?) produce in the grocery stores!

"Because of the pressure of time, I use canned vegetables almost entirely. I am fc ·ful some people might have misconstrued your column. Best wishes. Cordially, Mrs. A. B."

Portions of Dr. Steincrohn's answer to his correspondent are as follows:

"I have just come from the pantry. I have been inspecting cans and reading their labels. We are well-stocked with cans of apricot nectar, cherries, peaches, pears; with peas, beans, potatoes; with chicken soup, mushroom soup, vegetable soup, pea soup and Scotch broth.

"My wife and I understand each other. I agree that nobody else in the world makes pies that equal hers. But she agrees that canned soups are—as a general rule—unmatched by any that 'mother' can make. In fact, she discovered a mixture of canned soups that I hereby pass on to you readers as the tastiest formula I have licked my chops over. You take a can of pea soup and mix with a can of Scotch broth. Heat and serve. See if it isn't something that will make you forget home cooking for a while.

"So you see Mrs. A. B., I do not see red when confronted by a 'can of food.' What I tried to emphasize in the column you refer to is this: Don't eat canned foods to the exclusion of everything else."

The Bell Syndicate is one of the largest newspaper feature organizations, its various columns are carried in numerous metropolitan papers throughout the country.

This same correspondent, who signs herself Mrs. A.B., addressed a similar letter to the N.C.A. after she had read Dr. Fredrick J. Stare's article in *McCall's* "How Fresh Is Fresh" in September, 1954.

## Inplant Food Management

In both the November and December issues of *Inplant Food Management* magazine, canned corn was listed in the report of plentifuls. This magazine carries material of interest to industrial feeding firms such as, manufacturing plants, wholesale and retail establishments, insurance companies, and other business organizations.

Along with the listings in the plentifuls for the month, a menu suggestion is given for each item. Also, in the December issue, an article entitled "Six Month Food Report Forecast—USDA Reports Gives Inplant Plentifuls" includes capsule reports from various food industries. From the N.C.A. the following statement was made:

"1956 canned food pack may reach an all-time high. The number one canned fruit item is canned peaches, with canned corn the leading vegetable by a big margin. Tomato juice is the number one canned juice. New products with more and more built-in service are being developed at an accelerated pace, quality has been further improved with the introduction of new processing techniques such as the high temperature, short time procedure, and prices are such that canned foods are still the best buy among food groups."

## Consumer Service Division

On December 11 Katherine R. Smith, Director of N.C.A.'s Consumer Division, spoke for the Foods Economics class at the University of Maryland.

She followed the outline requested and included information on production, growth of the industry, research in raw products and processing, descriptive labels and consumer aids in the use of canned foods. In the question period the functions of a trade association and can size nomenclature were explained.

## Parade Magazine

Food editor Beth Merriman's article in the Sunday December 16, *Parade* magazine was "Flaming Garnish for Turkey," which featured canned pears, pineapple, and peaches.

Miss Merriman introduced her recipe for the garnish by saying, "Most of us follow well-loved traditions at Christmas time. We like a real Christmas tree hung with treasured ornaments saved from year to year. We tend to serve the same foods each year, sure of the family's pleasure. But, just as we add a few new ornaments to the tree, so we can add a novel touch to the menu without disrupting tradition. The flaming beauty of this fruit garnish for turkey is a case in point." The turkey with the flaming fruit garnish of canned halves of pineapple, pears and peaches is handsomely pictured in a black and white photograph.

The Christmas dinner menu started with cranberry juice cocktail and included other dishes that might be prepared with canned foods.

## Institutional Feeding, Housing

A Conover-Nast Publications, Inc. monthly magazine, *Institutional Feeding and Housing*, carries an article about canned corn in the December issue. The magazine is described as the methods magazine for restaurants, hotels, industrial cafeterias, hospitals, schools, colleges, clubs, and caterers.

"Canned Sweet Corn" is the *Plentiful Food for December* article. The introduction says:

"Canned corn is one of the most popular vegetables, and is now on the Plentiful Foods list. Because of this year's abundant crop of exceptionally sweet corn, operators will find it profitable to capitalize on the popularity and versatility of this vegetable.

"Feature it in creamed soups and in chowders. Use it in entree dishes; in cheese souffles; in meat, fish and poultry casserole dishes; in fritters, waffles and pancakes; in stuffings for poultry or pork chops.

"As a vegetable, canned corn takes to a variety of seasonings. It combines with other vegetables—onions, carrots, mushrooms, tomatoes, lima or green beans."

Two recipes, corn lyonnaise and corn chowder, follow. The recipes are set up so that they may be clipped from the magazine and saved and are illustrated with pictures of the prepared dishes. The photographs carry a N.C.A. credit line. Both the recipes and photographs were supplied by the Consumer Service Division.

## USDA Plans No Sec. 32 Purchase of Canned Corn

USDA has notified the N.C.A. that it does not plan on making any Section 32 surplus removal purchases of canned corn at this time. This decision was reported by USDA in a reply to the Association's letter of October 5 in which the Department was requested to study the possibilities of special government procurement and to take all possible action.

Following is the text of the USDA's letter:

"This is in further reference to your inquiries on behalf of the corn canners, as to possible measures of assistance that could be extended by the Department.

"We do not plan on making any Section 32 surplus removal purchases of canned corn at this time. Factors having a major influence on this decision include the grower price levels for the 1956 crop and the fact that acreage guides were exceeded by a substantial margin. However, we recognize that the effects of any purchase program upon grower prices would accrue chiefly to next year's contracting.

"We are aware of the intensive merchandising program which is being developed for canned corn as a means of moving the current large supplies into consumption. The industry should be commended for their aggressive action. You can be assured that the Department will cooperate fully in this worthwhile endeavor."

### Corn Promotion Suggestion

It has been suggested that if every corn canner who has a membership in a local service club, such as Kiwanis, Rotary or others, would explain the current canned corn surplus situation to the steward of the hotel or club, where the weekly meetings of the organization are held, and persuade him to add canned corn to the weekly menu, an important usage of the product would be stimulated.

If among the corn canners there are some who are influential with the national organization offices of such service clubs, this suggestion could be carried to a higher level with the possibility of a resultant national regular usage of canned corn, which would add measurably to the movement of this product.

## Canned Corn Promotion

The January issue of USDA's Plentiful Foods monthly list was mailed December 14 to a list of 500 national food trade leaders and others associated with food industry on a national basis, it was announced by the Food Trades Branch, Food Distribution Division of the Agricultural Marketing Service.

Canned sweet corn was again featured, as previously announced in the INFORMATION LETTER. The special paragraph devoted to canned corn reads as follows:

"A full-scale merchandising effort is needed for canned sweet corn! To help move the abundant supply into consumption through normal trade channels, the industry is undertaking an aggressive promotional campaign during the next several months with an initial peak merchandising period scheduled for January 23-February 2, 1957—'Case O'Canned Corn Week.' The U. S. Department of Agriculture is giving full support to this effort and all segments of the food industry are urged to join this campaign to make best use of the abundance."

USDA will give extra *emphasis* to canned sweet corn in press, radio, and television releases issued for use during the week of January 20.

On the back page of the January Plentiful Foods circular "Case O'Canned Corn Week" is flagged as a "merchandising opportunity" for the month of January.

The National Food Brokers Association has distributed to its membership some 2,000 copies of a special flyer promoting canned corn recently issued by USDA and described in the INFORMATION LETTER of December 15.

Dave Garroway in his NBC network show "Today" gave special attention to the canned corn situation on his December 21 morning program. Arrangements for this special spot were made by the Can Manufacturers Institute.

The Maryland Extension Service release "Baltimore Retail Market Report" of December 6 began with a statement on canned corn:

"A welcome addition to the week's economies is canned sweet corn, golden or white, whole kernel or cream style. A record crop is sending this item to grocers' shelves in abundance at attractive prices. Corn which is harvested at peak maturity is processed in No. 303 cans yielding two cups of either whole kernel or cream style. Vacuum pack cans contain 12 ounces or 1½ cups of whole kernel corn. While prices are right and supply abundant, stock the pantry shelves for the winter."

Included with the mailing was a banner "Weekly Market News" issued by the Maryland Extension Service Consumer Information. At the top in large lettering which could be easily read at some distance it listed "Canned Corn Supplies Plentiful—Price Attractive." Other plentiful foods were listed below. Cooperators who received the banner were asked to post it, and to keep customers properly informed as to "best buys."

## Freight Rate Increases

Emergency freight rate increases of 7 percent for Eastern railroads and 5 percent for Western railroads were authorized by the Interstate Commerce Commission on December 17. The increases may be put into effect upon five days' notice.

The 7 percent increase will apply to lines north of the Ohio and Potomac Rivers and east of the Mississippi River. The 5 percent increase will apply west of the Mississippi. Also, a 5 percent increase was allowed on freight traveling between the Eastern, Western, and Southern territories.

A request for emergency rate increases for the Southern territory still is pending before the ICC. In addition, applications for a 15 percent rate increase also are pending.

Among the maximums specified by the ICC in the emergency rate action is one of seven cents per hundredweight on fresh fruits, vegetables and melons, edible nuts, and canned foods.

## Use of Agricultural Residues

Preparations were made by the Task Group on Agricultural Residues, at its first meeting, December 17, to obtain the thinking of industry leaders on means of increasing the use of farm crop residues, the dry portion of farm crops, including stalks, straws, cobs, seed hulls, nutshells, and fruit pits.

The information compiled by members of the Task Group will be discussed and developed at the next meeting, January 10 in Chicago. Chairman of the group is Dr. Roy L. Whistler, chairman of the Department of Biochemistry, College of Agriculture, Purdue University, Lafayette, Ind.

## Purchases of Various Foods by Restaurants Are Analyzed

USDA market researchers have reported that restaurants purchase more canned vegetables than fresh or frozen vegetables, but that restaurant purchases of four major fruits are about equally divided among canned, fresh, and frozen.

In a recent sample survey of 462 restaurants in August and November, 1954, USDA found that 38 percent of the vegetables purchased by restaurants was in canned form, 31 percent fresh, and 31 percent frozen.

A relatively large number of the restaurants in the survey, however, used only a few of the major vegetables in any form. Often, it was said, restaurants specializing in sea food or steak serve a limited selection of vegetables such as french fried potatoes and cole slaw. "There appears to be more competition between fresh and frozen vegetables than between canned and frozen vegetables," according to USDA.

The survey found that restaurants purchase more apples fresh, more cherries and strawberries frozen, and more peaches canned. About 71 percent of the orange juice served in restaurants in the sample survey was purchased in frozen form.

The report gives the proportion of selected commodities purchased in canned, fresh, and frozen forms on a fresh equivalent basis, by size of establishment, price of meal, and regional location. Each major food category is examined separately—vegetables, fruits and berries, juices, and poultry.

Copies of the report, "The Use of Frozen Food by Restaurants" (Marketing Research Report No. 144) may be obtained from the Office of Information, U. S. Department of Agriculture, Washington 25, D. C.

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## 1957 Convention Program

*(Concluded from page 381)*

from Saturday, February 16, through Tuesday, February 19, plus certain luncheon meetings from 12 noon to 2 p.m. at which technological subject matter, formerly handled in the special Laboratory, Raw Products and Fishery Products sessions, will be presented. This Convention will again feature a Food Editors Conference, under the Consumer and Trade Relations activity. There special canning industry messages will be delivered to an audience consisting principally of food editors. This Conference is scheduled to begin with lunch on Tuesday, February 19 and continue through the afternoon, with canners welcome to attend following the lunch.

Golden Anniversary Commemoration is provided in many ways. Professional entertainers will provide lobby stunts and meeting room skits, many of them highlighting points of canning industry and Association history. At least one of the speeches at the Opening General Session on Saturday morning will deal with the 50-year achievements of N.C.A. and the industry. J. Roger Deas, the American Can Company orator, will feature the anniversary in his talk. On Sunday evening, February 17, N.C.A. members will have their Golden Anniversary Banquet, with professional entertainment illustrating highlights of industry development, and with Past President John F. McGovern as master of ceremonies. Among special guests will be ex-presidents of N.C.A At the luncheon opening of the Food Editors Conference, Executive Secretary Carlos Campbell will give the food editors greetings tuned to the 50th anniversary event, and part of their special entertainment will characterize a half century of canning progress.

The Convention Program Committee and N.C.A. staff, in the course of building programs and booking speakers, have been stressing the "Look to the Future" theme. While some subjects must of necessity deal with current industry problems, many have been chosen that will present to N.C.A. members the prospects of things to come. The address of Dr. W. R. G. Baker, vice president of General Electric Company, on the Research and Production General Session of Sunday morning, will look into future developments made possible by the new industrial automation. Civil defense preparations will be covered by Dr. Roy C. Newton, the well-known research scientist with Swift & Company, and by Homer J. McConnell of the Food and Drug Administration. Warren Berg, Director of Business Development, and Walter Cairns of the Management and Business Division of Arthur D. Little, Inc., will present the newer techniques of problem definition in research that have application to business and management.

Both speakers in the Raw Products General Session of Monday morning —Earl Butz, Assistant Secretary of Agriculture, and Fred Hatch, president of the National Agricultural Chemicals Association—will present a discussion of the findings of agricultural research and of agricultural programs of the past and will stress what trends and desirable courses these indicate for the future.

What's new and what's forthcoming are characteristics of most of the topics that will be aired at the Food Editors Conference, including nutrition, horticulture, product development, consumer service, canned foods promotion, and consumer preferences. As the program indicates, most of the speakers on these subjects have been selected.

Other program features will be a presentation of current and future projects at the Tuesday morning Marketing and Sales Session. Among these will be a discussion, amply illustrated with visuals, on consumer reaction to the use of trading stamps and premiums at retail outlets, by William Gillen, vice president of Batten, Barton, Durstine & Osborn, and description of the details of a forthcoming important store promotion of canned foods by Marie Kiefer, secretary-manager of the National Association of Retail Grocers, under the title "The Food Store Spectacular."

The program detail presented in this issue is complete as of this date. The full program details will be published in a future issue of the INFORMATION LETTER when final and complete.

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## 1957 Convention Social Events

Major entertainment events planned in connection with the 1957 Canners Convention will be held each evening of the Convention from Saturday, February 16, through Tuesday, February 19.

The annual Old Guard Banquet is set for Saturday, February 16, at the Blackstone Hotel, starting at 7 p. m., according to Harry A. Miller, Burt Machine Co., Baltimore, Old Guard Society president.

The N. C. A.'s 50th Anniversary Reception and Banquet will be held Sunday, February 17, in the Grand Ballroom of the Palmer House, starting at 7 p. m.

The Young Guard Banquet and Entertainment will again be held in the Terrace Room of the Hotel Morrison, starting at 7 p. m. on Monday, February 18, it is announced by Herb Shek, H. S. Crocker Co., Inc., Baltimore, secretary-treasurer of the Young Guard Society.

Also set for the Morrison's Terrace Room is the Canning Machiney and Supplies Association's Dinner Dance and Show for Canners, Tuesday, February 19, at 7:30 p. m.

# Schedule of Principal Events of the 1957 Convention

TENTATIVE—SUBJECT TO REVISION AND ADDITION

THURSDAY, FEBRUARY 14

9:30 a.m.—Meeting of N.C.A. Consumer and Trade Relations Committee, Room 8, Conrad Hilton

12:30 p.m.—Luncheon meeting of N.C.A. Consumer Service Committee, Room 9, Conrad Hilton

8 p.m.—Meeting of N.C.A. Resolutions Committee, Room 5, Conrad Hilton

FRIDAY, FEBRUARY 15

9:30 a.m.—Meeting of N.C.A. Administrative Council, Room 1, Conrad Hilton

9:30 a.m.—Meeting of National Preservers Association, Cotillion Room, Hotel Morrison

10 a.m.—Meeting of State Secretaries, Room 10, Conrad Hilton

12 m.—Luncheon meeting of N.C.A. Board of Directors (open meeting), Beverly Room, Conrad Hilton

2 p.m.—Meeting of N.C.A. Board of Directors (closed session), Bel Air Room, Conrad Hilton

5 p.m.—Presentation of Fourth Annual Service Award, The Forty Niners, Hubbard Room, Sheraton-Blackstone

6 p.m.—Reception, The Forty Niners, Crystal Ballroom, Sheraton-Blackstone

7:30 p.m.—C.M.&S.A. Past Presidents Dinner, Havana Room, Sheraton-Blackstone

SATURDAY, FEBRUARY 16

9 a.m.—Meeting of N.C.A. Nominating Committee, Astoria Room, Conrad Hilton

9:30 a.m.—Business meeting (morning session) of N.F.B.A., Grand Ballroom, Palmer House

9:30 a.m.—Meeting of National Preservers Association, Cotillion Room, Hotel Morrison

10 a.m.—N.C.A. Annual Meeting, Williford Room, Conrad Hilton

10 a.m.-6 p.m.—Canning Machinery and Supplies Exhibit, Conrad Hilton

12 m.—Luncheon meeting of N.C.A. Labeling Committee, Room 3, Conrad Hilton

2 p.m.—Business meeting (afternoon session) of N.F.B.A., Grand Ballroom, Palmer House

5:30 p.m.—Drawings for attendance awards, The Canners Show, Conrad Hilton

7 p.m.—Old Guard Banquet, Sheraton-Blackstone

SUNDAY, FEBRUARY 17

8 a.m.—Breakfast meeting of N.C.A. Legislative Committee, Room 19, Conrad Hilton

8 a.m.—Breakfast meeting of N.C.A. Raw Products TAC, Room 10, Conrad Hilton

10 a.m.—N.C.A. Research and Production Session, Williford Room, Conrad Hilton

10 a.m.—Annual meeting of C.M. & S.A., Beverly Room, Conrad Hilton

12 m.—N.C.A. Research Luncheon, jointly sponsored with C.M. & S.A., Astoria Room, Conrad Hilton

12 m.—Luncheon meeting of N.C.A. Claims Committee, Room 8, Conrad Hilton

12 m.—Luncheon meeting of N.C.A. Raw Products TAC, Room 18, Conrad Hilton

12 m.—Luncheon meeting of N.C.A. Raw Products TAC, Room 20, Conrad Hilton

12 m.-6 p.m.—Canning Machinery and Supplies Exhibit, Conrad Hilton

5:30 p.m.—Drawings for attendance awards, The Canners Show, Conrad Hilton

7 p.m.—N.C.A. Golden Anniversary Banquet, Grand Ballroom, Palmer House

MONDAY, FEBRUARY 18

8 a.m.—Breakfast meeting of N.C.A. Fishery Products Committee, Room 3, Conrad Hilton

8 a.m.—Breakfast meeting of N.C.A. Raw Products TAC, Room 10, Conrad Hilton

8 a.m.—Breakfast meeting of N.C.A. Statistics Committee, Room 19, Conrad Hilton

10 a.m.—N.C.A. Raw Products Session, Williford Room, Conrad Hilton

10 a.m.-6 p.m.—Canning Machinery and Supplies Exhibit, Conrad Hilton

12 m.—N.C.A. Raw Products Technical Luncheon, Room 1, Conrad Hilton

12 m.—N.C.A. Research Luncheon, jointly sponsored with C.M. & S.A., Astoria Room, Conrad Hilton

12:15 p.m.—Luncheon meeting of National Meat Canners Association, Sheraton-Blackstone

3 p.m.—Fashion Show and Buffet Tea for Ladies, Marshall Field (tickets available at C.M.&S.A. Registration Booth)

5:30 p.m.—Drawings for attendance awards, The Canners Show, Conrad Hilton

7 p.m.—Young Guard Banquet, Terrace Room, Hotel Morrison

TUESDAY, FEBRUARY 19

8 a.m.—Breakfast meeting of N.C.A. Raw Products Committee and TAC, Room 3, Conrad Hilton

8 a.m.—Breakfast meeting of N.C.A. Procurement Committee, Room 19, Conrad Hilton

10 a.m.—N.C.A. Marketing and Sales Session, Williford Room, Conrad Hilton

10 a.m.-6 p.m.—Canning Machinery and Supplies Exhibit, Conrad Hilton

12 m.—N.C.A. Food Editors Conference, Waldorf Room, Conrad Hilton

12 m.—N.C.A. Fishery Products Luncheon, Room 1, Conrad Hilton

12 m.—N.C.A. Research Luncheon, Room 4, Conrad Hilton

5:30 p.m.—Drawings for attendance awards, The Canners Show, Conrad Hilton

7:30 p.m.—C.M. & S.A. 50th Anniversary Dinner Dance, Terrace Room, Hotel Morrison

TENTATIVE—SUBJECT TO REVISION

# *Preliminary Program*

# 50th Annual Convention

## Saturday, February 16

### 10 a.m.—Annual Meeting

Williford Room, The Conrad Hilton Hotel
Presiding: WILLIAM U. HUDSON, President, National Canners Association

Invocation:

Greetings: President HUDSON

Report of the Committee on Nominations: MILTON E. BROODING

Election of Officers

Report of the Committee on Resolutions: LOUIS RATZESBERGER, Jr., Chairman

Address: (title to be announced)
J. ROGER DEAS, American Can Company

Address: (title and speaker to be announced)

## Sunday, February 17

### 10 a.m.—Research and Production Session

Williford Room, The Conrad Hilton Hotel
Presiding: WILLIAM U. HUDSON, President, National Canners Association

Discussion: "Problem Solving"—WALTER CAIRNS and WARREN BERG, Arthur D. Little, Inc., Cambridge, Mass.

Address: (title to be announced)
Dr. W. R. G. BAKER, Vice President, General Electric Company

Address: (title to be announced)
Dr. ROY C. NEWTON, Swift & Co., Chairman, Civil Defense Foods Advisory Committee, National Research Council

Address: "Food Industry Civil Defense Schools"
—HOMER J. McCONNELL, Food and Drug Administration

### 12 noon—Research Luncheon

Astoria Room, The Conrad Hilton Hotel

Instrumentation—practical applications, jointly sponsored with C.M.&S.A.

## Monday, February 18

### 10 a.m.—Raw Products Session

Williford Room, The Conrad Hilton Hotel
Presiding: WILLIAM U. HUDSON, President, National Canners Association

Address: (title to be announced)
The Honorable EARL L. BUTZ, Assistant Secretary of Agriculture

Address: (title to be announced)
FRED HATCH, President, National Agricultural Chemicals Association

### 12 noon—Raw Products Technical Luncheon

Room 1, The Conrad Hilton Hotel
Presiding: MORTON ADAMS, Chairman, Raw Products Technical Advisory Committee, N.C.A.

Reports on performance of experimental precision planters in five states

# NATIONAL CANNERS ASSOCIATION

## Chicago • February 16-19, 1957

### 12 noon—Research Luncheon

Astoria Room, The Conrad Hilton Hotel

Instrumentation—practical applications, jointly sponsored with C.M.&S.A.

**Tuesday, February 19**

### 10 a.m.—Marketing and Sales Session

Williford Room, The Conrad Hilton Hotel
Presiding: WILLIAM U. HUDSON, President, National Canners Association

Address: "How Consumers React to Trading Stamps and Premiums"—WILLIAM GILLEN, Batten, Barton, Durstine & Osborn

Installation of 1957 N.C.A. Officers

Address: "The Food Store Spectacular"—MARIE KIEFER, Secretary-Manager, National Association of Retail Grocers

Motion Picture: "The Three Squares," co-sponsored by U. S. Department of Agriculture and National Canners Association

### 12 noon—Research Luncheon

Room 4, The Conrad Hilton Hotel

Presiding: M. R. McCALLUM, Washington Research Laboratory, N.C.A.

Reports on experience in color scoring of tomato juice under USDA standards for grades

### 12 noon—Fishery Products Luncheon

Room 1, The Conrad Hilton Hotel

Presiding: GUY GRAHAM, Chairman, Fishery Products Committee, N.C.A.

Address: "Consumer Preferences and Usage of Canned Sea Food"—W. R. SIMMONS, President, W. R. Simmons and Associates Research, Inc.

### 12 noon—Food Editors Conference

Waldorf Room, The Conrad Hilton Hotel

50th Anniversary Greetings: CARLOS CAMPBELL, Executive Secretary, N.C.A.

Address: "Nutritive Qualities of Processed Foods"—Dr. CONRAD A. ELVEHJEM, University of Wisconsin

Address: "What's New in Horticulture"—MORTON ADAMS, Chairman, Raw Products Technical Advisory Committee, N.C.A.

Address: "News in Product Development"—E. A. MEYER, Chairman, Consumer Service Committee, N.C.A.

Address: "The Canner's Interest in Serving the Consumer"—R. C. COSGROVE, Consumer and Trade Relations Committee, N.C.A.

Address: "How Canned Foods Are Promoted"—NELSON H. BUDD, Assistant Secretary and Director of Information, N.C.A.

Address: "Consumer Preferences" (survey report)—W. R. SIMMONS, President, W. R. Simmons and Associates Research, Inc.

Motion Picture: "The Three Squares," co-sponsored by U. S. Department of Agriculture and National Canners Association

## Asparagus for Commercial Processing

| Seasonal Group and State | Production 1955 | Production 1956 | Price per Ton 1955 | Price per Ton 1956 |
|---|---|---|---|---|
| | (tons) | | (dollars) | |
| Early Spring: | | | | |
| South Carolina | ..... | ..... | ..... | ..... |
| California | 74,500 | 60,600 | 244.00 | 209.00 |
| Group total | 74,500 | 60,600 | 244.00 | 209.00 |
| Mid-Spring: | | | | |
| Washington | 12,740 | 14,950 | 223.00 | 211.00 |
| Oregon | 410 | 430 | 213.00 | 206.00 |
| Group total | 13,150 | 15,380 | 222.70 | 210.90 |
| Late Spring: | | | | |
| New Jersey | 21,900 | 20,700 | 258.00 | 256.00 |
| Illinois | 6,720 | 6,950 | 221.00 | 217.00 |
| Michigan | 6,300 | 6,650 | 292.00 | 288.00 |
| Iowa | 600 | 530 | 186.00 | 200.00 |
| Delaware | 2,000 | 2,040 | 262.00 | 257.00 |
| Maryland | 1,650 | 1,540 | 252.00 | 254.00 |
| Other states[1] | 2,580 | 3,020 | 283.70 | 296.40 |
| Group total | 41,750 | 41,520 | 257.70 | 256.80 |
| All states | 129,400 | 117,500 | 246.30 | 226.10 |

[1] N. Y., Pa., Ohio, Ind., Wis., Minn., Mo., Nebr., Va., Ark. and Idaho.

## Beets for Commercial Canning

| State | Harvested Acreage 1955 | Harvested Acreage 1956 | Production 1955 | Production 1956 | Price per Ton[1] 1955 | Price per Ton[1] 1956 |
|---|---|---|---|---|---|---|
| | (acres) | | (tons) | | (dollars) | |
| New York | 4,800 | 4,000 | 40,800 | 42,000 | 21.70 | 20.20 |
| Michigan | 700 | 450 | 5,400 | 5,000 | 18.00 | 17.10 |
| Wisconsin | 7,200 | 8,100 | 49,700 | 79,400 | 17.20 | 16.40 |
| Oregon | 1,600 | 1,600 | 23,700 | 26,400 | 28.20 | 26.00 |
| Other states[2] | 4,020 | 5,770 | 24,700 | 38,400 | 19.00 | 20.90 |
| Total, all states | 18,320 | 19,920 | 144,300 | 191,200 | 20.60 | 19.50 |

[1] Season average price received by growers. The season falls in the calendar year. [2] Calif., Colo., Ill., Ind., La., Me., Md., Minn., N. J., Ohio, Pa., Tenn., Texas, Utah and Wash.

## Cucumbers for Commercial Processing

| State | Harvested Acreage 1955 | Harvested Acreage 1956 | Production 1955 | Production 1956 | Price per Bushel[1] 1955 | Price per Bushel[1] 1956 |
|---|---|---|---|---|---|---|
| | (acres) | | (1,000 Bushels) | | (dollars) | |
| Maine | 380 | 180 | 86 | 15 | 1.75 | 1.65 |
| Massachusetts | 840 | 540 | 172 | 148 | 1.90 | 1.60 |
| Ohio | 2,000 | 1,900 | 188 | 228 | 1.80 | 1.65 |
| Indiana | 2,200 | 2,000 | 200 | 200 | 1.16 | 1.15 |
| Michigan | 35,500 | 35,800 | 3,621 | 3,795 | 1.20 | 1.25 |
| Wisconsin | 16,200 | 16,300 | 1,442 | 1,830 | 1.40 | 1.40 |
| Minnesota | 1,700 | 2,200 | 143 | 165 | 1.30 | 1.35 |
| Iowa | 800 | 250 | 62 | 30 | 1.10 | 1.00 |
| Missouri | 600 | 550 | 71 | 52 | 1.10 | 1.35 |
| Delaware | 1,000 | 900 | 96 | 152 | 1.25 | 1.15 |
| Maryland | 2,200 | 2,500 | 220 | 528 | 1.00 | 1.10 |
| Virginia | 2,500 | 3,500 | 140 | 350 | 1.30 | 1.00 |
| North Carolina | 13,200 | 11,800 | 1,280 | 944 | 1.20 | 1.10 |
| South Carolina | 1,800 | 1,450 | 135 | 102 | 1.25 | 1.25 |
| Texas | 8,100 | 6,400 | 608 | 416 | 1.20 | 1.10 |
| Colorado | 2,300 | 2,300 | 534 | 734 | 1.30 | 1.35 |
| Washington | 1,100 | 1,000 | 182 | 407 | 1.35 | 1.55 |
| Oregon | 1,700 | 1,900 | 240 | 357 | 1.80 | 1.70 |
| California | 3,100 | 3,600 | 1,057 | 1,402 | 1.30 | 1.30 |
| Other states[2] | 28,180 | 20,900 | 2,511 | 1,908 | 1.33 | 1.43 |
| Total, all states | 125,400 | 118,930 | 12,987 | 13,741 | 1.30 | 1.32 |

[1] Season average price received by growers. The season falls in the calendar year. [2] Ala., Ariz., Ark., Conn., Fla., Ga., Ill., Kans., Ky., La., Miss., N. H., N. J., N. Y., Okla., Pa., S. D., Tenn., and Utah.

## Cabbage for Commercial Crop of Sauerkraut

| State | Harvested Acreage 1955 | Harvested Acreage 1956 | Production 1955 | Production 1956 | Price per Ton[1] 1955 | Price per Ton[1] 1956 |
|---|---|---|---|---|---|---|
| | (acres) | | (tons) | | (dollars) | |
| New York | 5,000 | 5,000 | 65,000 | 90,000 | 22.20 | 10.50 |
| Ohio | 600 | 1,500 | 9,200 | 22,000 | 10.30 | 12.20 |
| Indiana | 850 | 900 | 8,400 | 12,100 | 13.90 | 13.30 |
| Wisconsin | 4,100 | 4,600 | 41,000 | 70,400 | 15.60 | 11.00 |
| Other states[2] | 2,700 | 3,470 | 37,100 | 49,000 | 17.10 | 16.30 |
| Total, all states | 13,250 | 15,470 | 160,700 | 243,500 | 18.20 | 12.10 |

[1] Season average price received by growers. The season falls in the calendar year. [2] Colo., Fla., Ill., Iowa, Md., Mich., Minn., Mo., N. J., N. C., Ore., Pa., Tenn., Texas, Utah, Va., and Wash.

## Green Lima Beans for Commercial Processing

| State | Harvested Acreage 1955 | Harvested Acreage 1956 | Production 1955 | Production 1956 | Price per Ton[1] 1955 | Price per Ton[1] 1956 |
|---|---|---|---|---|---|---|
| | (acres) | | (tons—shelled) | | (dollars) | |
| New York | 3,400 | 1,800 | 2,620 | 1,840 | 154.20 | 154.20 |
| Pennsylvania | 4,400 | 3,100 | 2,040 | 2,320 | 135.00 | 148.00 |
| Ohio | 680 | 600 | 330 | 270 | 105.20 | 112.70 |
| Michigan | 1,400 | 1,500 | 1,060 | 1,180 | 100.50 | 108.60 |
| Wisconsin | 7,300 | 6,300 | 5,180 | 6,620 | 138.00 | 159.70 |
| Delaware | 22,500 | 22,600 | 14,180 | 17,970 | 137.30 | 153.20 |
| Maryland | 3,600 | 3,800 | 2,000 | 3,360 | 133.00 | 134.00 |
| Virginia | 3,000 | 3,600 | 1,400 | 2,880 | 133.00 | 140.00 |
| Washington | 870 | 700 | 710 | 730 | 158.60 | 153.40 |
| California | 23,500 | 28,100 | 34,660 | 44,260 | 150.60 | 156.00 |
| Other states[2] | 30,530 | 28,140 | 23,620 | 26,570 | 138.50 | 139.40 |
| Total all states | 101,180 | 100,240 | 88,600 | 108,000 | 142.70 | 149.70 |
| For freezing[3] | 63,890 | 64,200 | 62,990 | 75,330 | 146.40 | 151.90 |
| For canning and other processing[3] | 37,290 | 36,040 | 25,610 | 32,700 | 133.70 | 144.70 |

[1] Season average price received by growers. The season falls in the calendar year. [2] Ark., Colo., Idaho, Ill., Ind., Iowa, Kans., Minn., Mo., N. J., Okla., Ore., Tenn. and Utah. [3] Not shown by states to avoid disclosure of individual operations.

## Snap Beans for Commercial Processing

| State | Harvested Acreage 1955 | Harvested Acreage 1956 | Production 1955 | Production 1956 | Price per Ton[1] 1955 | Price per Ton[1] 1956 |
|---|---|---|---|---|---|---|
| | (acres) | | (tons) | | (dollars) | |
| Maine | 2,100 | 1,800 | 4,800 | 3,400 | 93.80 | 97.90 |
| New York | 29,600 | 31,900 | 44,400 | 63,800 | 110.60 | 122.40 |
| Pennsylvania | 5,000 | 5,100 | 9,000 | 12,200 | 122.40 | 121.80 |
| Michigan | 6,300 | 7,000 | 6,900 | 14,000 | 105.30 | 108.00 |
| Wisconsin | 15,100 | 16,600 | 19,600 | 28,200 | 108.00 | 105.50 |
| Missouri | ..... | ..... | ..... | ..... | ..... | ..... |
| Delaware | 2,900 | 3,100 | 4,400 | 4,000 | 93.90 | 101.40 |
| Maryland | 9,800 | 10,100 | 14,700 | 17,200 | 98.30 | 105.60 |
| Virginia | 5,500 | 3,500 | 8,200 | 4,200 | 117.00 | 123.90 |
| North Carolina | 2,600 | 2,400 | 4,400 | 4,300 | 88.40 | 132.50 |
| South Carolina | 800 | 900 | 800 | 900 | 90.00 | 146.00 |
| Georgia | ..... | ..... | ..... | ..... | ..... | ..... |
| Florida[2] | 11,200 | 7,700 | 21,000 | 13,290 | 95.00 | 130.20 |
| Tennessee | 4,900 | 4,200 | 9,800 | 8,000 | 100.00 | 129.00 |
| Mississippi | 1,200 | 600 | 2,000 | 800 | 108.00 | 86.40 |
| Arkansas | 2,900 | 3,000 | 5,200 | 3,300 | 91.20 | 110.20 |
| Louisiana | 750 | 470 | 400 | 330 | 93.50 | 87.80 |
| Oklahoma | 3,000 | 2,100 | 2,700 | 2,500 | 85.80 | 95.50 |
| Texas | 7,000 | 8,000 | 11,900 | 9,600 | 82.00 | 82.00 |
| Colorado | 1,400 | 1,400 | 5,600 | 5,600 | 82.20 | 88.30 |
| Utah | 600 | 500 | 3,700 | 3,400 | 115.80 | 119.80 |
| Washington | 2,000 | 2,100 | 8,000 | 11,300 | 131.30 | 128.70 |
| Oregon | 10,500 | 10,600 | 81,900 | 77,400 | 126.30 | 129.60 |
| California | 3,500 | 3,000 | 24,500 | 24,900 | 116.80 | 126.60 |
| Other states[3] | 5,840 | 5,890 | 11,800 | 16,100 | 113.30 | 122.70 |
| Total, all states | 134,490 | 131,900 | 305,700 | 328,720 | 111.10 | 119.00 |
| For freezing[4] | 31,590 | 32,100 | 73,700 | 83,550 | 118.30 | 128.20 |
| For canning and other processing[4] | 102,900 | 99,860 | 232,000 | 245,170 | 108.90 | 116.70 |

[1] Season average price received by growers. The season falls in the calendar year. [2] Sum of estimates by seasonal groups. [3] Ala., Idaho, Ill., Ind., Iowa, Ky., Minn., Nebr., N. H., N. J., N. M., Ohio, Vt. and Wyo. [4] Not shown by states to avoid individual disclosure.

## Year-End Crop Report

(Concluded from page 381)

The 1956 index (1947-49=100) of all crop production was 106, the same as the revised 1955 index, both equalling the 1948 record. The production index for fruits was 111 and the index for vegetables was 106. Other 1956 production indexes were 111 for feed grains, 83 for food grains, 111 for hay and forage, 155 for oilseed crops, 94 for cotton, and 109 for sugar crops. Output of field corn was the second largest of record.

New high records of yield per acre were set by a number of crops, including potatoes and most of the vegetables for processing. The index of yield per acre was up to 123, easily surpassing the previous high of 119 reached last year.

Harvested acreage of 59 crops declined in 1956 to 319 million acres, smallest since the drought disaster year of 1936 and nearly 14 million acres below last year's total. Vegetables for commercial processing were among the few crops for which harvested acreage in 1956 was above that of 1955.

USDA said that the Soil Bank Act, enacted May 28, "although too late to forestall many plantings, enlisted about 12 millions of acres of land

### Sweet Corn for Commercial Processing

| State | Harvested Acreage 1955 | Harvested Acreage 1956 | Production[1] 1955 | Production[1] 1956 | Price per Ton[2] 1955 | Price per Ton[2] 1956 |
|---|---|---|---|---|---|---|
| | (acres) | | (tons) | | (dollars) | |
| Maine | 3,500 | 3,100 | 13,300 | 10,500 | 22.40 | 23.50 |
| New Hampshire | 420 | 390 | 1,700 | 900 | 23.50 | 24.80 |
| Vermont | 600 | 290 | 1,600 | 900 | 20.00 | 22.50 |
| New York | 15,300 | 18,800 | 42,800 | 58,300 | 19.70 | 22.00 |
| Pennsylvania | 12,500 | 13,200 | 26,200 | 44,900 | 24.30 | 25.90 |
| Ohio | 7,200 | 7,600 | 20,900 | 20,500 | 16.50 | 16.20 |
| Indiana | 16,500 | 16,000 | 42,900 | 40,000 | 18.10 | 17.30 |
| Illinois | 55,900 | 61,800 | 173,300 | 247,200 | 21.30 | 21.40 |
| Wisconsin | 93,400 | 108,100 | 233,500 | 400,000 | 17.90 | 19.30 |
| Minnesota | 91,100 | 97,500 | 300,600 | 390,000 | 17.50 | 18.50 |
| Iowa | 18,600 | 19,900 | 52,100 | 69,600 | 19.60 | 18.80 |
| Delaware | 3,600 | 5,900 | 7,900 | 18,900 | 19.90 | 23.60 |
| Maryland | 26,200 | 31,200 | 55,000 | 96,700 | 19.10 | 20.90 |
| Idaho | 7,300 | 9,300 | 38,700 | 54,900 | 19.60 | 21.70 |
| Utah | 4,500 | 4,700 | 23,800 | 22,100 | 20.50 | 21.60 |
| Washington | 9,000 | 14,500 | 48,600 | 72,500 | 21.20 | 22.10 |
| Oregon | 11,500 | 17,000 | 54,000 | 88,400 | 27.40 | 28.60 |
| Other states[3] | 12,400 | 13,250 | 37,100 | 46,400 | 20.60 | 23.10 |
| Total, all states | 380,520 | 442,530 | 1,174,000 | 1,682,700 | 19.50 | 20.60 |
| For freezing[4] | 49,560 | 61,910 | 162,300 | 240,620 | 20.90 | 23.00 |
| For canning and other processing[4] | 339,960 | 380,620 | 1,011,700 | 1,442,080 | 19.20 | 20.20 |

[1] Tonnage in husk. [2] Season average price received by growers. The season falls in the calendar year. [3] Ark., Calif., Colo., La., Mich., Mont., Nebr., N. J., Okla., S. D., Tenn., Texas, Va., and Wyo. [4] Not shown by states to avoid disclosure of individual operations.

### Spinach for Commercial Processing

| State and Seasonal Group | Harvested Acreage 1955 | Harvested Acreage 1956 | Production 1955 | Production 1956 | Price per Ton[1] 1955 | Price per Ton[1] 1956 |
|---|---|---|---|---|---|---|
| | (acres) | | (tons) | | (dollars) | |
| Winter: | | | | | | |
| Texas | 3,600 | 4,000 | 7,200 | 10,000 | 60.00 | 55.00 |
| Early Spring: | | | | | | |
| California | 8,300 | 8,600 | 58,900 | 61,100 | 23.60 | 23.80 |
| Late Spring: | | | | | | |
| New York | 1,300 | 1,100 | 10,700 | 5,900 | 34.40 | 34.80 |
| Arkansas | 3,300 | 3,600 | 5,600 | 8,300 | 67.00 | 51.00 |
| Oklahoma | 4,300 | 4,000 | 9,500 | 10,800 | 51.00 | 50.00 |
| Washington | 270 | 330 | 1,800 | 2,100 | 31.00 | 31.00 |
| Other states[2] | 4,150 | 5,230 | 11,310 | 16,980 | 65.50 | 66.90 |
| Group total | 13,320 | 14,260 | 38,910 | 44,080 | 52.00 | 56.30 |
| Fall: | | | | | | |
| Arkansas | 230 | 500 | 440 | 1,000 | 54.00 | 55.00 |
| Oklahoma | 400 | 800 | 1,000 | 1,000 | 55.00 | 55.00 |
| Washington | 500 | 550 | 3,600 | 4,400 | 28.50 | 29.00 |
| California | 1,000 | 1,100 | 6,400 | 6,200 | 28.70 | 29.40 |
| Other states[3] | 3,550 | 3,450 | 13,560 | 10,890 | 58.60 | 59.40 |
| Group total | 5,680 | 6,400 | 25,000 | 23,490 | 46.40 | 45.40 |
| U. S. Total | 30,900 | 33,260 | 130,010 | 138,670 | 38.50 | 40.00 |

[1] Season average price received by growers. [2] Del., Md., Mich., N. J., Pa., Tenn., Va., and Wis. [3] Md., N. J., N. Y., Pa., Tenn., and Va.

### Green Peas for Commercial Processing

| State | Harvested Acreage 1955 | Harvested Acreage 1956 | Production 1955 | Production 1956 | Price per Ton[1] 1955 | Price per Ton[1] 1956 |
|---|---|---|---|---|---|---|
| | (acres) | | (tons) | | (dollars) | |
| Maine | 7,600 | 7,850 | 8,850 | 11,030 | 91.80 | 95.50 |
| New York | 21,100 | 14,900 | 19,530 | 12,960 | 101.20 | 104.80 |
| Pennsylvania | 12,600 | 11,800 | 14,930 | 11,860 | 98.50 | 96.50 |
| Ohio | 1,500 | 1,100 | 1,690 | 900 | 85.40 | 84.90 |
| Indiana | 2,800 | 2,700 | 2,830 | 2,440 | 81.90 | 91.20 |
| Illinois | 28,000 | 30,300 | 40,600 | 31,060 | 105.10 | 117.20 |
| Michigan | 4,900 | 4,400 | 5,610 | 4,400 | 107.50 | 79.00 |
| Wisconsin | 116,900 | 129,100 | 129,760 | 126,520 | 83.00 | 86.60 |
| Minnesota | 55,800 | 58,900 | 61,380 | 50,360 | 93.50 | 101.20 |
| Iowa | 4,200 | 3,700 | 4,560 | 2,370 | 99.30 | 128.60 |
| Delaware | 3,900 | 5,400 | 5,250 | 7,450 | 109.70 | 115.20 |
| Maryland | 9,500 | 10,500 | 12,920 | 12,340 | 89.80 | 92.90 |
| Virginia | 2,700 | 2,300 | 2,010 | 2,530 | 92.50 | 106.00 |
| Idaho | 15,500 | 13,900 | 14,100 | 19,600 | 86.50 | 90.30 |
| Colorado | 800 | 1,800 | 800 | 1,760 | 84.90 | 78.10 |
| Utah | 7,400 | 6,400 | 9,770 | 8,670 | 86.20 | 89.90 |
| Washington | 65,400 | 82,600 | 62,130 | 123,490 | 81.40 | 90.60 |
| Oregon | 59,000 | 67,000 | 38,640 | 87,100 | 87.10 | 85.40 |
| California | 9,800 | 13,200 | 14,110 | 20,330 | 70.90 | 79.70 |
| Other states[2] | 5,800 | 8,470 | 6,450 | 11,500 | 119.70 | 114.80 |
| Total all states | 435,200 | 470,320 | 455,910 | 548,670 | 89.30 | 92.40 |
| For freezing[3] | 129,550 | 147,530 | 133,740 | 199,230 | 89.40 | 92.90 |
| For canning and other processing[3] | 305,650 | 328,790 | 322,170 | 349,440 | 89.20 | 92.20 |

[1] Season average price received by growers. The season falls in the calendar year. [2] Ark., Kans., Mo., Mont., Nebr., N. J., Okla., Tenn., W. Va., and Wyo. [3] Not shown by states to avoid disclosure of individual operations.

### Tomatoes for Commercial Processing

| State | Harvested Acreage 1955 | Harvested Acreage 1956 | Production 1955 | Production 1956 | Price per Ton[1] 1955 | Price per Ton[1] 1956 |
|---|---|---|---|---|---|---|
| | (acres) | | (tons) | | (dollars) | |
| New York | 13,000 | 13,600 | 107,900 | 88,400 | 31.50 | 32.90 |
| New Jersey | 25,200 | 24,300 | 100,800 | 306,200 | 31.00 | 35.00 |
| Pennsylvania | 22,300 | 22,100 | 100,400 | 203,300 | 35.00 | 33.90 |
| Ohio | 15,800 | 18,000 | 184,900 | 205,200 | 26.30 | 27.60 |
| Indiana | 29,800 | 32,000 | 253,300 | 348,800 | 27.40 | 26.90 |
| Illinois | 9,200 | 10,000 | 92,900 | 141,000 | 31.10 | 31.00 |
| Michigan | 6,500 | 7,000 | 48,800 | 65,100 | 26.20 | 27.70 |
| Wisconsin | 900 | 1,000 | 8,600 | 9,000 | 29.80 | 23.90 |
| Iowa | 1,400 | 1,700 | 11,500 | 15,100 | 28.70 | 28.70 |
| Missouri | 1,600 | 1,200 | 3,800 | 3,200 | 26.10 | 30.60 |
| Delaware | 6,600 | 3,600 | 26,400 | 43,200 | 36.50 | 33.80 |
| Maryland | 13,900 | 10,400 | 68,100 | 104,000 | 31.60 | 33.60 |
| Virginia | 12,500 | 14,000 | 47,500 | 58,800 | 26.70 | 33.50 |
| South Carolina | 1,200 | 1,400 | 3,000 | 3,500 | 25.50 | 30.00 |
| Florida[2] | 8,900 | 8,900 | 60,190 | 45,700 | 24.50 | 24.90 |
| Kentucky | 1,300 | 1,200 | 5,200 | 4,900 | 26.00 | 27.20 |
| Tennessee | 600 | 400 | 1,200 | 800 | 26.00 | 27.20 |
| Arkansas | 3,300 | 3,200 | 9,900 | 8,300 | 29.80 | 33.20 |
| Oklahoma | 200 | 200 | 500 | 500 | 26.00 | 32.50 |
| Texas | 29,500 | 12,000 | 64,900 | 26,400 | 17.00 | 20.00 |
| Colorado | 2,900 | 3,400 | 17,700 | 37,100 | 23.10 | 23.60 |
| Utah | 6,500 | 5,900 | 64,400 | 85,000 | 22.50 | 22.10 |
| California | 116,300 | 150,000 | 1,988,700 | 2,760,000 | 22.80 | 22.70 |
| Other states[3] | 1,400 | 1,280 | 7,400 | 7,200 | 28.90 | 27.40 |
| Total all states | 330,800 | 346,780 | 3,277,990 | 4,570,700 | 24.90 | 25.60 |

[1] Season average price received by growers. The season falls in the calendar year. [2] Sum of estimates by seasonal groups. [3] Ala., Ariz., Conn., Idaho, Kans., La., Minn., Miss., Nebr., N. M., N. C., Ore., Wash. and W. Va.

PRODUCTION OF TRUCK CROPS FOR COMMERCIAL PROCESSING[1] BY STATES, WITH COMPARISONS

| State | Number of crops | 1955 | 1956 | Percent change from 1955 |
|---|---|---|---|---|
| | | (tons) | (tons) | |
| Maine | 4 | 29,000 | 25,300 | −13 |
| N. H. | 3 | 2,600 | 1,500 | −42 |
| Vt. | 2 | 1,800 | 1,000 | −44 |
| Mass. | 1 | 4,100 | 3,600 | −12 |
| Conn. | 1 | 300 | 300 | .... |
| N. Y. | 9 | 339,000 | 366,500 | +8 |
| N. J. | 10 | 163,600 | 378,500 | +131 |
| Pa. | 10 | 162,100 | 284,200 | +75 |
| Ohio | 9 | 223,400 | 255,500 | +14 |
| Ind. | 7 | 314,500 | 411,300 | +31 |
| Ill. | 9 | 320,000 | 434,600 | +36 |
| Mich. | 10 | 166,000 | 199,000 | +20 |
| Wis. | 10 | 522,700 | 766,300 | +47 |
| Minn. | 8 | 369,200 | 450,900 | +22 |
| Iowa | 6 | 70,900 | 88,900 | +25 |
| Mo. | 6 | 6,100 | 4,600 | −25 |
| S. D. | .. | 2,200 | ..... | .... |
| Nebr. | 1 | 100 | 100 | .... |
| Kan. | .. | ..... | ..... | .... |
| Del. | 8 | 62,400 | 97,700 | +57 |
| Md. | 9 | 162,000 | 251,400 | +55 |
| Va. | 9 | 73,700 | 87,000 | +18 |
| W. Va. | 1 | 1,200 | 1,800 | +50 |
| N. C. | 8 | 35,700 | 27,600 | −23 |
| S. C. | 3 | 7,000 | 6,800 | −3 |
| Ga. | 1 | 16,100 | 11,800 | −27 |
| Fla. | 4 | 84,500 | 62,800 | −26 |
| Ky. | 2 | 9,100 | 8,200 | −10 |
| Tenn. | 7 | 29,400 | 27,300 | −7 |
| Ala. | 3 | 5,900 | 4,500 | −24 |
| Miss. | 3 | 14,900 | 10,200 | −32 |
| Ark. | 8 | 29,900 | 26,700 | −11 |
| La. | 4 | 5,400 | 6,400 | +19 |
| Okla. | 5 | 18,800 | 20,100 | +7 |
| Texas | 6 | 115,100 | 82,000 | −29 |
| Mont. | 2 | 2,700 | 5,400 | +100 |
| Idaho | 6 | 57,000 | 82,800 | +45 |
| Wyo. | 3 | 2,000 | 2,600 | +30 |
| Colo. | 7 | 44,400 | 70,100 | +58 |
| N. M. | .. | ..... | ..... | .... |
| Ariz. | 1 | 100 | 1,200 | +1100 |
| Utah | 8 | 107,000 | 123,000 | +15 |
| Wash. | 10 | 152,800 | 252,300 | +65 |
| Ore. | 9 | 212,000 | 298,700 | +41 |
| Calif. | 9 | 2,231,600 | 3,019,000 | +35 |
| U. S. Total | 10 | 6,178,300 | 8,259,500 | +34 |

[1] The crops are asparagus, lima beans, snap beans, beets, cabbage for sauerkraut, sweet corn, cucumbers for pickles, green peas, spinach, and tomatoes.

with consequent diversion from crop harvest of much of this acreage."

The total acreage of crops planted or grown in 1956 was about 346 million acres. This was about 8 million acres or 2 percent less than in 1955 and the smallest planted in any year since 1939, the year World War II erupted in Europe. Acreage allotments for wheat, cotton, corn, rice, and tobacco were responsible for sizable reductions in plantings of these crops.

Total commercial production of the 28 principal fresh market vegetables and melons was 216,211,000 hundredweight, an increase of 3 percent over 1955 and 9 percent above the 1949-54 average. Sharp increases in production over last year were recorded for cabbage, onions, lettuce, carrots, celery, cauliflower, and broccoli, and these more than offset significant declines for melons, tomatoes, and snap beans. Strawberry production in 1956 exceeded 1955 by 24 percent.

### VEGETABLES FOR PROCESSING

The 1956 production of ten principal vegetables for commercial processing totaled 8.26 million tons, exceeding last year's total by more than a third from only 6 percent more harvested acreage.

The 1956 total also topped the previous record high obtained in 1951 by about 15 percent and was about 39 percent greater than the 1945-54 average.

The tonnage of each processing crop covered in the report, except asparagus, is above the 1955 production, and all exceed the 10-year average. Record large quantities are estimated for tomatoes, sweet corn, green peas, green lima beans, and beets for canning. For snap beans, pickling cucumbers, and spinach, this year's production has been exceeded only once, and for kraut cabbage twice.

The 1956 value of the ten processing crops, based on season-average prices to growers, is $315 million, also a record high. The value last year was $251 million and the 10-year average is $239 million.

California again leads all other states in the production of vegetables for processing. Other states in the first five are Wisconsin, Illinois, Indiana, and New York.

Wisconsin leads in acreage and is followed by California, Minnesota, Illinois, and Washington.

California leads in value, followed by Wisconsin, Oregon, New Jersey, and Washington.

In the following table are shown a comparison of tonnage of the 10 processing crops and the same crops produced for fresh market, and the proportion of the total which is used in processing:

PROPORTION OF 10 COMMERCIAL VEGETABLES PRODUCED FOR PROCESSING IN 1956

| | 1956 U. S. Production for fresh market | 1956 U. S. Production for processing | Proportion produced for processing |
|---|---|---|---|
| | (thousands of tons) | | (percent) |
| Asparagus | 58.3 | 117.5 | 67 |
| Lima beans | 17.8 | 106.0 | 86 |
| Snap beans | 236.2 | 328.7 | 58 |
| Beets | 31.0 | 191.2 | 86 |
| Cabbage | 1,162.4 | 243.5 | 17 |
| Sweet corn | 619.5 | 1,682.7 | 73 |
| Cucumbers | 189.7 | 329.8 | 63 |
| Green peas | 16.6 | 548.7 | 97 |
| Spinach | 87.0 | 138.7 | 61 |
| Tomatoes | 998.1 | 4,570.7 | 82 |
| Total | 3,416.6 | 8,259.5 | 71 |

### FRUITS

Production of the non-citrus fruit crops in 1956 totaled 1 percent less than both last year and average. The season brought above average crops of peaches, pears, plums, prunes, dates, nectarines, cranberries, and olives, but the production of apples, sweet cherries, sour cherries, apricots, and figs was below average. Tonnage of grapes was less than in 1955 but equalled the 10-year average.

The volume of production this season, with comparisons, is shown in the following table:

| Crop | Unit | 1945-54 ave. | 1955 | 1956 |
|---|---|---|---|---|
| | | (thousands) | | |
| Apples | bu. | 105,920 | 106,357 | 97,077 |
| Peaches | bu. | 66,989 | 51,852 | 68,973 |
| Pears | bu. | 30,230 | 29,622 | 31,910 |
| Grapes | ton | 2,906 | 3,241 | 2,914 |
| Cherries, sour | ton | 116 | 150 | 104 |
| Cherries, sweet | ton | 96 | 113 | 67 |
| Apricots | ton | 215 | 281 | 191 |
| Plums | ton | 84 | 91 | 105 |
| Prunes (not dried) | ton | 90 | 85 | 82 |
| Olives | ton | 45 | 36 | 70 |
| Cranberries | bbl. | 903 | 1,026 | 975 |

COMPARATIVE TOTALS ON 10 VEGETABLES FOR COMMERCIAL PROCESSING

| Crop | Harvested Acreage 1955 | Harvested Acreage 1956 | Production 1955 | Production 1956 | Price per Ton[1] 1955 | Price per Ton[1] 1956 |
|---|---|---|---|---|---|---|
| | (acres) | | (tons—2,000 lbs.) | | (dollars) | |
| Asparagus[2] | 115,720 | 109,560 | 129,400 | 117,500 | 246.30 | 226.10 |
| Beans, lima (shelled) | 101,180 | 100,240 | 88,000 | 108,000 | 142.70 | 149.70 |
| Beans, snap | 134,490 | 131,960 | 305,700 | 328,700 | 111.10 | 119.60 |
| Beets (for canning) | 18,320 | 19,920 | 144,300 | 191,200 | 20.60 | 19.50 |
| Cabbage (for sauerkraut) | 13,250 | 15,470 | 160,700 | 243,500 | 18.20 | 12.10 |
| Corn, sweet (in husk) | 389,520 | 442,530 | 1,174,000 | 1,682,700 | 19.50 | 20.60 |
| Cucumbers (for pickles) | 125,400 | 118,930 | 311,700 | 329,800 | 54.20 | 55.00 |
| Peas, green (shelled) | 435,200 | 476,320 | 455,900 | 548,700 | 89.30 | 92.40 |
| Spinach | 30,900 | 33,260 | 130,000 | 138,700 | 38.50 | 40.00 |
| Tomatoes | 330,800 | 346,780 | 3,278,000 | 4,570,000 | 24.90 | 25.60 |
| Total, 10 crops | 1,694,780 | 1,794,970 | 6,178,300 | 8,259,500 | ..... | ..... |

[1] Season average price received by growers. The season falls in the calendar year. [2] Equivalent acreage harvested for processing.

### Other Crops

This year's slightly reduced potato acreage produced 7 percent more potatoes as a result of record high yield per acre averages which reflected many extremes in growing conditions.

Sweet potato production was below last year, largely as a result of big declines in the important producing states of Louisiana, Texas and South Carolina, which more than offset slight gains in New Jersey.

Pea beans were the largest class of dry edible beans produced in 1956. The estimate of 5,231,000 bags of pea beans is 17 percent larger than in 1955, with Michigan accounting for 5,028,000 bags. Pinto beans again were second in production with 3,257,000 bags, although 9 percent smaller than the 1955 crop. Production of great northern beans was 1,800,000 bags, somewhat smaller than the 1,048,000 bags produced last year.

The 1956 production of rice, at 47.4 million bags, is the lowest since 1951 and 15 percent below last year. The reduction is due primarily to acreage allotments and marketing quotas.

The production of durum wheat crop was more than twice as large as 1955 and 28 percent above average. A liberalized allotment program was instrumental in leading to increased acreage.

The output of various field crops, with comparisons, is shown in the following table:

| Crop | Unit | 1945-54 ave. | 1955 | 1956 |
|---|---|---|---|---|
| | | (thousands) | | |
| Beans, dry edible | bag | 16,103 | 16,640 | 17,114 |
| Peas, dry | bag | 3,808 | 2,525 | 4,652 |
| Rice | bag | 42,756 | 55,941 | 47,402 |
| Durum wheat | bu. | 30,963 | 19,580 | 39,607 |
| Potatoes | cwt. | 226,360 | 227,046 | 243,238 |
| Sweet potatoes* | cwt. | 20,051 | 20,946 | 16,922 |

* Average 1949-54.

## Pack of Canned Meat

The quantity of meat canned and meat products processed under federal inspection during the month of November has been reported by the Agricultural Marketing Service of USDA at 247,406 thousand pounds, including quantities for defense.

Canned Meat and Meat Products Processed under Federal Inspection November, 1956

| | 3 Lbs. & over | Under 3 Lbs. | Total |
|---|---|---|---|
| | (thousands of pounds) | | |
| Luncheon meat | 17,512 | 16,203 | 33,715 |
| Canned hams | 30,248 | 576 | 30,824 |
| Beef hash | 333 | 9,139 | 9,471 |
| Chili con carne | 1,399 | 16,817 | 18,216 |
| Vienna sausage | 262 | 6,198 | 6,460 |
| Frankfurters and wieners in brine | 6 | 480 | 486 |
| Deviled ham | ..... | 994 | 994 |
| Other potted and deviled meat products | ..... | 2,715 | 2,715 |
| Tamales | 370 | 3,869 | 4,239 |
| Sliced, dried beef | 16 | 397 | 414 |
| Chopped beef | 2 | 1,654 | 1,656 |
| Meat stew | 75 | 11,348 | 11,423 |
| Spaghetti meat products | 245 | 7,737 | 7,983 |
| Tongue (not pickled) | 66 | 321 | 387 |
| Vinegar pickled products | 1,223 | 1,635 | 2,858 |
| Sausage | 4 | 1,592 | 1,596 |
| Hamburger | 177 | 2,806 | 2,983 |
| Soups | 2,081 | 66,146 | 68,227 |
| Sausage in oil | 364 | 554 | 918 |
| Tripe | ..... | 498 | 498 |
| Brains | ..... | 395 | 395 |
| Loins and picnics | 2,719 | 116 | 2,835 |
| All other products 20% or more meat | 995 | 10,262 | 11,257 |
| All other products less than 20% meat (except soup) | 533 | 20,047 | 20,580 |
| Total all products | 58,633 | 182,497 | 241,130 |

## Canned Baby Food Stocks

Details of the canned baby food supply, stock and shipment situation are reported by the N.C.A. Division of Statistics as follows:

| | 1955 | 1956 |
|---|---|---|
| | (thousands of dozens) | |
| Canner stocks, Jan. 1 | 74,683 | 77,017 |
| Pack, Jan.-Nov. | 143,014 | 146,589 |
| Supply | 217,697 | 223,606 |
| Canner stocks, Dec. 1 | 73,686 | 72,736 |
| Canner shipments during Nov. | 11,299 | 13,519 |
| Canner shipments, Jan.-Nov. | 143,411 | 150,870 |

## 1956 Pack of Lima Beans

The 1956 pack of canned fresh lima beans totaled 3,730,739 actual cases compared with the 1955 pack of 3,179,461 cases, according to a report by the N.C.A. Division of Statistics.

In the basis of standard cases of 24/2's, the 1956 pack amounted to 3,395,000 cases compared with 2,806,000 cases in 1955.

| State | 1955 | 1956 |
|---|---|---|
| | (actual cases) | |
| Maryland | 152,073 | 285,609 |
| Delaware | 756,869 | 679,941 |
| Pennsylvania | 53,458 | 32,604 |
| Ohio | 67,535 | 24,655 |
| Michigan | (a) | (a) |
| Wisconsin | 535,801 | 707,833 |
| Other states | 1,613,725 | 1,800,097 |
| U. S. Total | 3,179,461 | 3,730,739 |

(a) Included in other states.

## Census of Fruit Trees

Apple trees, peach trees, and a number of trees producing other types of deciduous fruits declined in number from 1950 to 1954, according to the 1954 Census of Agriculture.

The 31.8 million apple trees reported in the 1954 Census is the smallest number ever reported in a Census. The 1954 figure is a decrease of one-third from the 50.6 million apple trees reported in the 1950 Census and is only 14.7 percent of the record number of 217.1 million trees in 1910.

The 36.9 million peach trees reported in the 1954 Census also is a decline of approximately one-third from 54.5 million trees in 1950, and is a decline of 100 million trees from the record number of 136.8 million in 1910. Peach trees of bearing age decreased from 41.1 million in 1950 to 29 million in 1954.

Other fruits for which the number of trees is reported to have declined from 1950 to 1954 are pears, from 12.4 million to 9.8 million; cherries, 11.9 to 10.3 million; plums and prunes, 19.2 to 15 million; apricots, 4.8 to 3.7 million; figs, 2.4 to 1.6 million; grapefruit, 12.9 to 10.9 million. The number of orange trees was approximately 45.8 million in both 1950 and 1954.

The Census report also contains estimates of harvest from these trees.

The report, entitled "Fruits and Nuts, Horticultural Specialties, and Forest Products," Chapter VIII of Volume II, 1954 Census of Agriculture, is available from the GPO and from the Commerce Department for 60 cents a copy.

## Stocks of Canned Foods on Dec. 1 and Season Shipments

Reports on canners' stocks and shipments of canned apples, applesauce, and RSP cherries have been issued by the N.C.A. Division of Statistics, and detailed reports covering the December 1 stock and shipment situation were mailed to all packers of these products.

| | Carry-over month | Case basis | Total Supply 1955 | Total Supply 1956 | Canners' Stocks, Dec. 1 1955 | Canners' Stocks, Dec. 1 1956 | Season Shipments to Dec. 1 1955 | Season Shipments to Dec. 1 1956 |
|---|---|---|---|---|---|---|---|---|
| | | | (thousands of cases) | | | | | |
| Apples | Aug. | 6/10 | 3,653 | 3,566 | 2,475 | 2,299 | 1,178 | 1,267 |
| Applesauce | Aug. | actual | 12,656 | 14,114 | 8,159 | 9,456 | 4,497 | 4,658 |
| RSP cherries | July | actual | 5,027 | 3,103 | 2,456 | 1,623 | 2,571 | 1,480 |

## N.C.A. Laboratory Cited for Cooperative Research

Under the caption "A Classical Example," a cooperative research project with the N.C.A. was described by Prof. E. M. Mrak of the University of California's Food Technology Department, speaking to the California Processors Fieldmen's second annual conference this year, as reported in the December issue of *Food Technology*.

Professor Mrak cited this project, dealing with the discoloration of canned green asparagus, as an example of full-spectrum research, in which several groups of workers took part, each contributing special skills.

In addition to collaborative efforts of the University workers, Prof. Mrak said, a considerable amount of the work was done in cooperation with the N.C.A. Berkeley Laboratory. It was, in fact, through the N.C.A. Laboratory that this project was placed with the University and financial support was arranged.

The project's purpose was to identify the cause of an increased incidence of darkening of canned green asparagus shortly after opening the can, and to indicate methods of control.

## New York State Canners

Edward Steele of The Red Wing Company, Inc., Fredonia, was elected president of the New York State Canners and Freezers Association, Inc., at the group's 71st annual convention. Other officers elected were:

Morton Adams, Alton Canning Co., Inc., Alton, vice president; James Drago, Bison Canning Company, Angola, treasurer; and W. H. Sherman, Rochester, reelected secretary.

## N.C.A. Lab Bulletin

*(Concluded from page 381)*

alternate between the two Laboratories in a similar manner.

Each N.C.A. member will receive a copy of the new publication. Additional copies will be sent to the employees of member companies who have been receiving personal copies of *The Conveyor*.

Individual employees of member companies who have not been receiving the Berkeley publications may be placed on the mailing list for *Research Information* by submitting their names to either the Washington or Berkeley laboratories.

## Forthcoming Meetings

Jan. 6-10—National Frozen Food Convention, Fontainebleau Hotel, Miami Beach, Fla.

Jan. 9-11—Illinois Canners Association, Canners School, Urbana Lincoln Hotel, Urbana

Jan. 23-24—Wisconsin Canners Association, Raw Products Conference, University of Wisconsin, Madison

Jan. 24-25—Canners League of California, 34th Annual Fruit and Vegetable Sample Cuttings, Fairmont Hotel, San Francisco

Jan. 27-30—Northwest Canners and Freezers Association, Annual Convention, Multnomah Hotel, Portland, Ore.

Jan. 28-29—Tri-State Packers Association, Fieldmen's School, Rutgers University, New Brunswick, N. J.

Jan. 28-29—Ohio Canners Association and Ohio Agricultural Experiment Station, Annual Conference for Canners, Fieldmen and Growers, Deshler-Hilton Hotel, Columbus

Jan. 28-30—Northwest Canners and Freezers Association, First Annual Convention, Multnomah Hotel, Portland, Ore.

Jan. 28-30—Canadian Food Processors Association, 10th Annual Convention, Seigniory Club, Montebello, P. Q.

Jan. 30-31—Minnesota Canners and Freezers Association, 10th Annual Canners and Fieldmen's Short Course, Kahler Hotel, Rochester

Jan. 30-Feb. 1—Pennsylvania Canners Association, 12th Annual Fieldmen's Conference, Pennsylvania State University, University Park

Feb. 4-5—Canners League of California, 3d Annual Conference for Processors' Fieldmen, Davis

Feb. 4-6—Michigan Canners and Freezers Association, Canners School, Michigan State University, East Lansing

Feb. 12-13—New York State Canners and Freezers Association, Canners School, Agricultural Experiment Station, Geneva

Feb. 16-19—NATIONAL CANNERS ASSOCIATION, 50th Annual Convention, together with C.M.&S.A. and N.F.B.A., Chicago

Feb. 26-27—Iowa-Nebraska Canners Association, Canners Conference, Iowa State College, Ames

March 1-2—Virginia Canners Association, 49th Annual Meeting, Hotel Roanoke, Roanoke

March 6-7—Ozark Canners Association, 49th Annual Convention, Colonial Hotel, Springfield Mo.

March 14-15—Tri-State Packers Association, Spring Meeting, Philadelphia

March 17-20—National-American Wholesale Grocers Association, 51st Annual Convention, Hotel Sherman, Chicago

March 20-21—Wisconsin Canners Association, Spring Meeting, Madison

March 22-23—Utah Canners Association, 45th Annual Convention, Hotel Utah, Salt Lake City

March 25-26—Canners League of California, 53d Annual Meeting, Santa Barbara Biltmore, Santa Barbara

March 28-29—Southwest Canners Association, Annual Meeting, Dallas, Texas

April 18-19—National Pickle Packers Association, Annual Meeting, Drake Hotel, Chicago

May 10-11—Pennsylvania Canners Association, Sales Clinic, Bedford Springs Hotel, Bedford Springs

May 19-22—U. S. Wholesale Grocers Association, Annual Convention and Exposition, Hotel Roosevelt, New Orleans.

June 2-3—Michigan Canners and Freezers Association, Spring Meeting, Park Place Hotel, Traverse City

## Information Letter Schedule

Because of the year-end holidays, this is the final issue of the INFORMATION LETTER for 1956.

The Annual Index will be printed during the holiday period and will be mailed as soon as possible.

The first scheduled issue of the INFORMATION LETTER in 1957 will be published January 5.

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# N. C. A. INFORMATION LETTER

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